

North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting

April 13<sup>th</sup>, 2011

NOHO BID Office, 5026 Lankershim

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne	X	
Dawn Pardinias	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
Ed Levy	X	
<b>EX-OFFICIO DIRECTORS</b>		
Shannon Currie-Holmes	X	
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group		X
<b>GUESTS</b>		
Rick Stoff (Sabrina T.), Chrysalis	X	
Alex Palacios, Securitas	X	

## **I. Call To Order**

B. Akhavan called the meeting to order at 11:01 a.m.

## **II. Public Comment**

No Comment

## **III. CRA Report**

No Report

## **IV. City Council Report**

No Report

## **V. LAPD Report**

No Report

## **VI. Approval of Minutes**

**MOTION:** To approve 3.9.11 minutes

Moved by: D. Malmut

Seconded by: D. Pardinias

**PASSED: Yes**

## **IV. Financial Report**

D. Pardinias discussed the March financials. Received payment of \$49,656.85 in assessment revenue from the City. All budget categories are under or at budget. Total budget is under for the year.

**MOTION:** To approve 4.13.11 financials

Moved by: D. Malmut

Seconded by: L. Fulton

**PASSED: Yes**

## **V. Marketing Committee Report**

A.) Metro Marketing Update- S. Currie-Holmes updated the board on Metro marketing efforts. The metro website has a new destination discount category for businesses to take advantage of. The Federal will be featured in an upcoming 'Diner with the Dodgers' promotion on the website. E. Levy reported increased use of the NoHo card at the Federal over the past month.

B.) Marketing update- D. Pardinias discussed M2 coming to the board meeting in May and bringing two to three marketing ideas for the board to choose from going forward.

## **VI. Executive Director's Report**

A. Aulenta discussed March district clean-up day sponsored by CD4 and BIDs participation. All indications are that the BID will be receiving DWP grant for \$5,000 in the coming months. For the month of April, the BID will be utilizing 1 extra maintenance worker from Chrysalis that is subsidized by a LAHSA grant. The worker will be used for special projects and needs throughout district. A. Palacios explained the current safety schedule and hours.

## **VII. Chairman's Report**

B. Akhavan discussed the new lottery for medical marijuana dispensaries.

## **VIII. New/Old Business**

Phil's Dinner will be opening April 20<sup>th</sup>. L. Fulton reported that the lunchtime food trucks she's been hosting are a great success and bringing new people into the district.

## **IX. Adjourn**

B. Akhavan adjourned meeting at 12:15pm.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*February 9, 2011*

*NOHO BID Office, 5026 Lankershim*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel		X
Darrel Malmut	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter		X
McKenzie Alexander	X	
Shannon Currie-Holmes		X
<b>EX-OFFICIO DIRECTORS</b>		
Regina Kirschenbaum, CRA	X	
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
Rick Stoff, Chrysalis	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Alex Palacios, Securitas		X

**I. Call To Order**

B. Akhavan called the meeting to order at 11:05 a.m.

**II. Public Comment**

No Comment

**III. CRA Report (R. Kirschenbaum)**

No CRA report

**IV. LAPD Report**

J. Catalano explained crime map and last year crime rates. 5% reduction in crime in 2010. Violent and property crime went down, huge increase in arrests. Need more presence along Weddington. All kids are getting things stolen from cars, computers, phones, etc. Would love security cameras, but understands costs.

**V. City Council Report**

No city council report

**VI. Approval of Minutes**

**MOTION:** To approve 1.12.11 minutes

Moved by: D. Pardinas

Seconded by: L. Fulton

**PASSED: Yes**

**IV. Financial Report (S. Gibson)**

D. Pardinas explains financials, income down by 32,000, because of estimate of when revenue will come in, off cause county hasn't gotten our payment yet. Have paid city fees for collection. Communication under because of marketing spending over next couple months. Total expenses under by \$4,500. Watching clean and safe closest, over slightly in clean but under slightly in safety. CD comes up in April will look at higher interest options.

**MOTION:** To approve financial report for 1.12.11

Moved by: L. Fulton

Seconded by: D. Malmut

**PASSED: Yes**

**V. Operations Report (A. Aulenta)**

A. Aulenta explains change in captain and how its brought a positive change to team and BID, creatng more of a relationship with businesses. Bid team and AI/JH Snyder security to meet and help each other. Meet other security teams to connect with.

Starting in july no trash bags from city at all. Pressure washing with chrysalis reduced. Usually 1<sup>st</sup> and 3<sup>rd</sup> Tuesday to pressure wash hot spots. Down \$600 from \$1500 to \$900.

**VI. Chairman's Report (B. Akhavan)**

B. Akhavan explains open seat and recommends Ed Levy from the federal, which opened last night.

**MOTION:** To approve E. Levy as board member

Moved by: K. Bailey

Seconded by: L. Fulton

**PASSED: Yes**

**VII. Marketing Meeting Report (D. Pardinas)**

D. Pardinas explains noho card done and marketing group coming to talk to committee. Bob wants dawn to head up communication between marketing committee.

**VIII. New/Old Business**

G. McCreary wants letter to mta about train station.

**MOTION:** To approve MTA letter

Moved by: D. Malmut

Seconded by: D. Pardinas

**PASSED: Yes**

**IX. Adjourn**

B. Akhavan adjourned the meeting at 12:00 p.m.

*Board of Director's Meeting*

*March 9, 2011*

*NOHO BID Office, 5026 Lankershim*

[illegible]

**I. Food Truck Festival Presentation**

The Producers explained event taking place next weekend. 15 food trucks, craft fair. Proceeds benefit dog rescue muttmatchla. Stage with bands from 11:30 to 5pm. Event location is corner of Lankershim and Burbank.

**II. Call To Order**

B. Akhavan called the meeting to order at 11:07 a.m.

**III. Public Comment**

No Comment

**IV. CRA Report (R. Kirschenbaum)**

No CRA report

**V. LAPD Report**

No LAPD report

**VI. City Council Report**

No city council report

**VII. Approval of Minutes**

**MOTION:** To approve 2.9.11 minutes

Moved by: D. Malmut

Seconded by: K. Bailey

**PASSED: Yes**

**IV. Financial Report (D. Pardinias)**

D. Pardinias explains financials. \$39,000 under total budget from delinquent assessment revenue coming in. Under in safety, but over in maintenance. Total budget under for year.

**MOTION:** To approve financial report for 2.9.11

Moved by: K. Bailey

Seconded by: A. Siegel

**PASSED: Yes**

**V. Operations Report (A. Aulenta)**

A. Aulenta explains CRA support rallies and council meetings. New location at Linda's for dumpster. Al happy, as he has parking back. Dwp has grant for beautification.



**VI. Chairman's Report (B. Akhavan)**

B. Akhavan explains federal doing well. Started lunch, dinner doing well. New tenant at 5126 lankershim will be new theater. Lighting store is pot store. Paper goose trying to find smaller cheaper location. Phils diner to open april 1<sup>st</sup> to 15<sup>th</sup>. Leammle has not signed deal. No interest from other theaters. Linda looking into opening beer garden. The royal garden is now rain forest.

**MOTION:** To approve E. Levy as board member

Moved by: K. Bailey

Seconded by: L. Fulton

**PASSED: Yes**

**VII. Marketing Meeting Report (D. Pardinias)**

S. Currie-Holmes explains Metro. March brochure out, destination guides need to be updated, but will make changes when reprint brochure. Banner ad on metro for noho card. Arts and entertainment noho has own section. New offer every month and business offer every week. Reaching out to noho card businesses first then will extend to all businesses. Will talk to Metro about parking deals. Working next on dinner with dodgers next. Gave out noho cards to 1<sup>st</sup> 100 people in gift basket. One of main metro sponsors for kings game with banner ad at staples center. Noho being featured on metro motion.

Board discussed marketing company decision and pros and cons of all participants. Decision was made to go with M2 Marketing.

**MOTION:** To approve M2 as new consultant

Moved by: D. Pardinias

Seconded by: A. Siegel

**PASSED: Yes**

**VIII. New/Old Business**

No new business.

**IX. Adjourn**

B. Akhavan adjourned the meeting at 12:17 p.m.

*Board of Director's Meeting*

*May 11, 2011*

*NOHO BID Office, 5026 Lankershim*

[illegible]

**Due to the lack of voting board members a quorum was not established so no actions were taken. Here is a summary of what was discussed at the May board meeting.**

**I. Marketing**

S. Currie-Holmes explained the Metro marketing.

D. Pardinas explained the M2 proposal, which features a face book page, open house event, and help with farmers market.

**II. LAPD Report**

J. Catalano explained that crime is down double digits, however the Lankershim Corridor is becoming a problem area. He suggests we look at times and days in which crime is occurring and change ambassadors schedule to reflect problems. Bike unit will be in NoHo once a week to mix things up.

**III. Operations Report**

A. Aulenta explained the landscape issues and working with CRA to replace and take care of landscape.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*June 8, 2011*

*NOHO BID Office, 5026 Lankershim*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne	X	
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter		X
Ed Leavy		X
<b><i>EX-OFFICIO DIRECTORS</i></b>		
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
Regina Kirschenbaum, CRA		X
Alice Roth, Councilman LaBonge Representative	X	
Guy McCreary, Chamber of Commerce Representative		X
Rick Stoff, Chrysalis (Sabrina)	X	
John Catalano, LAPD	X	
<b><i>STAFF MEMBERS</i></b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	

**I. Call To Order**

B. Akhavan called the meeting to order at 11:04 a.m.

**II. Public Comment**

No Comment

**III. CRA Report (R. Kirschenbaum)**

No CRA report

**IV. LAPD Report**

J. Catalano explained crime map and last year crime rates. There is an increase in violent and property crime. There have been some reported burglaries and a homicide at marijuana dispensaries in the area. Crime numbers broken down to show time of day. Overall crime rates down, but crime going up due to activity and new developments going up.

**V. City Council Report**

A. Roth explained neighborhood clean up on June 18<sup>th</sup>, which will target the Vineland median from Camarillo to Chandler. Council office has on-going pot hole patrol including alleys. Call 311 to report any pot holes. Lankershim Elementary is celebrating 100<sup>th</sup> anniversary. Witnall gardens greening whole are starting in July.

**VI. Approval of Minutes**

**MOTION:** To approve 5.11.11 minutes

Moved by: D. Pardinias

Seconded by: K. Bailey

**PASSED: Yes**

**IV. Financial Report (S. Gibson)**

D. Pardinias explains financials, ytd \$1000 over budget, admin \$3000 under budget, communication under \$6000, office under \$1000, maintenance over \$495, safety under \$10400 because of being down one person, cra maintenance under \$3400, net income \$243600 better than budget. S. Gibson reinvesting cd for 3 months to be ready when rates go up.

**MOTION:** To approve financial report for 5.11.11

Moved by: L. Fulton

Seconded by: K. Bailey

**PASSED: Yes**

**V. Operations Report (A. Aulenta)**

A. Aulenta and A. Palacios discussed security team and hours to make sure area is covered according to LAPD crime report.

**VI. Chairman's Report (B. Akhavan)**

No chairmans report.

**VII. Marketing Meeting Report (D. Pardinas)**

D. Pardinas explained resignation from marketing committee and need to put marketing money into clean and safe. Bob and board discussed need for M2 and whether or not to pay the balance of invoice.

Board discusses moving marketing money into safety instead of to marketing, because crime is up.

Shannon explained metro site, have new full page feature about my dream closet boutique, featured noho as feature for month. Dinner and dodger booklets distributed at all games. The federal is monthly promotion for dodger.

Board discusses metro and noho card discounts.

**MOTION:** To not pay M2 remaining balance of contract

Moved by: D. Paradinas

Seconded by: A. Siegel

**PASSED: Yes**

**MOTION:** To approve keep marketing money

Moved by: A. Siegel

Seconded by: T. Dujovne

**PASSED: Yes**

**VIII. New/Old Business**

No new business

**IX. Adjourn**

B. Akhavan adjourned the meeting at 1:01 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*July 13, 2011*

*NOHO BID Office, 5026 Lankershim*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Darrel Malmut	X	
Thomas Dujovne		X
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
Ed Leavy		X
<b><i>EX-OFFICIO DIRECTORS</i></b>		
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
Regina Kirschenbaum, CRA		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative		X
Rick Stoff, Chrysalis (Sabrina)	X	
John Catalano, LAPD		X
<b><i>STAFF MEMBERS</i></b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group	X	

**I. Call To Order**

B. Akhavan called the meeting to order at 11:06 a.m.

**II. Public Comment**

No Comment

**III. CRA Report (R. Kirschenbaum)**

No CRA report

**IV. LAPD Report**

No LAPD report.

**V. City Council Report**

No city council report.

**VI. Approval of Minutes**

**MOTION:** To approve 6.15.11 minutes

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

**IV. Financial Report (S. Gibson)**

A. Aulenta explains financials. No assessment payment received for June, but have invoiced the city and deposited dwp check. Mta hasn't paid but got confirmation that they are paying by end of week. Admin under budget, communications under by 8,000. Office, renewed insurance under 3,000. Public space in line, but supplies up a little due to trash bags. In July paying for all trash bags increase of \$90mnth. Security down one person so under. Special projects in line, down \$5000. Net income under \$32,000.

**MOTION:** To approve financial report for 6.15.11

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

**V. Operations Report (A. Aulenta)**

A. Aulenta explains CRA having issues with city on Lankershim median. BID to take over maintenance of median as soon as CRA gets city permits.

**VI. Chairman's Report (B. Akhavan)**

No chairmans report.

**VII. Marketing Meeting Report (K. Gibson)**



Shannon explains mta marketing. Updated blog mon and fri so you know what to do on the weekend. Noho has own destination page. Vicous dogs next for dinner with the dodgers.

Nancy explains update on noho card.

Russell harris explains who he is and what the noho expirience is. Partnering with cella and noho communications for festival. Celebrating arts and community making noho a destination. NBC media sponsors, universal, monster. Asking for security and clean team on top of \$10,000. Problem with clean schedule, but security scheldule matches event. Producers to go to chrysalis and securitas for sponsorship through workers.

**MOTION:** To sponsor NoHo experience up to \$10,000

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

### **VIII. New/Old Business**

D. Malmut has moved on to new job. Doesn't own property so cannot be a voting member.

Chrysalis helped with clean up on 18<sup>th</sup>. Moved trash bin, trash bags coming from chrysalis.

No meeting in august.

Kirk from chamber wants to share office with bid or find an office in noho.

### **IX. Adjourn**

B. Akhavan adjourned the meeting at 12:26 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*September 13, 2011*

*NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel		X
Thomas Dujovne		X
Dawn Pardinas, JH Snyder	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
Ed Levy	X	
<b><i>EX-OFFICIO DIRECTORS</i></b>		
McKenzie Alexander	X	
Shannon Currie-Holmes	X	
Regina Kirschenbaum, CRA Representative		X
Alice Roth, Councilman LaBonge Representative		X
Guy McCreary, Chamber of Commerce Representative	X	
<b><i>STAFF MEMBERS</i></b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group		X
<b><i>GUESTS</i></b>		
Rick Stoff, Chrysalis	X	
John Catalano, LAPD	X	
Alex Palacios, Securitas	X	
Emily, Memo Salon	X	
Nancy Bianconi, NoHo Arts Network	X	

- I. Call to Order  
B. Akhavan called the meeting to order at 11:10 a.m.
- II. Public Comment  
No Comment
- III. CRA Report  
No CRA report
- IV. LAPD Report  
SLO J. Catalano discussed crime trends in and around the district. Overall crime is down 10.71% for the year. B. Akhavan discussed a meeting regarding exterior property cameras he and SLO J. Catalano had with one of the captains at North Hollywood Division. BID to explore exterior camera pricing for the office and other properties within the district.
- V. City Council Office Report  
No city council report.

- VI. Approval of Minutes  
**MOTION:** To approve 7.13.11 minutes  
Moved by: Linda Fulton  
Seconded by: Dawn Pardinias  
**PASSED: Yes**

- IV. Financial Report (D. Pardinias)  
D. Pardinias explains financials. Received \$21,231 in assessment revenue. Administration is under budget by \$1,800, communication is under by \$12,000. Office expenses are under by \$3,000. Public Space Management is under budget by \$10,670. Clean team supplies up a little due to trash bag purchases. Safety labor is above budget for the month of August because we were billed for 5 weeks and budgeted 4 weeks. Special projects is down \$6,500 year to date. Overall, total expenses are under \$34,000 for the year.

**MOTION:** To approve financial report  
Moved by: L. Fulton  
Seconded by: E. Levy  
**PASSED: Yes**

S. Gibson discussed the 2010 financial statements that were reviewed by RBZ, LLC. Overall, RBZ reported that no material modifications needed to be made. The financial statements, required by the City Clerk annually, have been submitted to the Clerk's office.

**MOTION:** To approve 2010 financial statements  
Moved by: L. Fulton  
Seconded by: E. Levy  
**PASSED: Yes**

V. Operations Report (A. Aulenta)

A. Aulenta discussed the pressure washing schedule. Chrysalis will be including street furniture and BID trash receptacles in September's pressure washing assignment. At the next meeting, Staff and Chrysalis will come back with options for a revised schedule.

A. Aulenta will also follow-up again with CRA on different plant material options for tree wells on the west side of Lankershim between Magnolia and Weddington.

VI. Chairman's Report (B. Akhavan)

B. Akhavan discussed LAPD camera meeting under LAPD report.

VII. Marketing Meeting Report (S. Currie-Holmes)

S. Currie-Holmes explained Metro marketing campaign and distributed selected screen shots from the website. The NoHo page on Metro's website is currently receiving 9,000 view per month, 735 daily views, and is listed in the top 100 overall views on Metro's site.

S. Currie-Holmes gave an update on the Experience NoHo Festival. The date has been pushed back to Saturday, November 12th. Promotions have started using social media and other outlets. The festival budget is estimated between \$60,000 and \$70,000. The BMW dealership has also signed on as a festival sponsor.

N. Bianconi discussed the NoHo Card program and some of the positives and negatives of the program to work on in the future.

VIII. New/Old Business

Emily from Memo Salon expressed her desire for the safety ambassadors to make less merchant contacts at her business. She also discussed safety hotspots with SLO Catalano such as the Greyhound Station and Liquor Store near the salon.

A farmer's market for the Arts District is scheduled to begin on Saturdays from 8am to 2pm on Backman between Weddington and Magnolia.

IX. Adjourn

B. Akhavan adjourned the meeting at 12:50 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

**October 12, 2011**

**NOHO BID Office, 5026 Lankershim Blvd.**

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan		X
Al Siegel	X	
Thomas Dujovne	X	
Dawn Pardinias	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
Ed Levy	X	
<b>EX-OFFICIO DIRECTORS</b>		
McKenzie Alexander		X
Shannon Currie-Holmes		X
Regina Kirschenbaum, CRA Representative		X
Alice Roth, CD 4 Representative		X
Guy McCreary, Chamber of Commerce Representative		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group		X
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Alex Palacios, Securitas	X	
Darrel Malmut	X	
John Catalano, LAPD	X	
Nancy Bianconi, NoHo Arts Network	X	

I. Call to Order

D. Pardinias called the meeting to order at 11:05 a.m.

II. Public Comment

No Comment

III. NoHo Restaurant, Inc- 11122 Magnolia Blvd.

Presentation was made on the proposed new restaurant at 11122 Magnolia Boulevard. A letter of support from the BID was requested.

**MOTION:** To approve BID letter of support

Moved by: Linda Fulton

Seconded by: Dawn Pardinias

**PASSED: Yes**

IV. LAPD Report

SLO J. Catalano discussed crime trends in and around the district. Overall, crime continues to be down for the year. LAPD North Hollywood Division is beginning a campaign asking store patrons to remove hoodies and hats in an effort to reduce crime. The campaign includes posting stickers at the entryways of businesses.

V. City Council Office Report

No city council report.

VI. Approval of Minutes

**MOTION:** To approve 9.13.11 minutes

Moved by: Ed Levy

Seconded by: Linda Fulton

**PASSED: Yes**

IV. Financial Report (D. Pardinias)

D. Pardinias discussed September financials. Administration is over budget by \$120 for the year. The Communication budget is currently under by \$13,000. Office expenses are under by \$3,700. Public Space Management, which includes the clean and safe is under budget by \$12,000. Special projects, which cover the streetscape maintenance, is under budget \$7,000 year to date. Overall, total expenses are under budget \$36,000 for the year.

**MOTION:** To approve financial report

Moved by: T. Dujovne

Seconded by: E. Levy

**PASSED: Yes**

- V. Executive Directors Report (A. Aulenta)  
A. Aulenta discussed meeting with CRA/LA, City Inspector, and contractors regarding the new streetscape elements, including southern median, and the tree wells on the west side of Lankershim between Magnolia and Weddington. In addition, requested a replacement plant material for the tree wells along Lankershim.
- VI. Chairman's Report  
No Chairman's report.
- VII. Marketing Meeting Report (N. Bianconi)  
N. Bianconi briefly gave an update on the upcoming Experience NoHo festival. No streets will be closed this year. Discussed the varied components for music, dance, art, and theatre that will be on display at the festival.
- VIII. New/Old Business  
A. Aulenta requested change in date for the next board meeting. Meeting was changed to November 16<sup>th</sup>.
- IX. Adjourn  
D. Pardinas adjourned the meeting at 12:10 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

**November 16, 2011  
NOHO BID Office, 5026 Lankershim Blvd.**

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Thomas Dujovne		
Dawn Pardinias	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter		X
Ed Levy	X	
<b>EX-OFFICIO DIRECTORS</b>		
McKenzie Alexander		X
Shannon Currie-Holmes		X
Regina Kirschenbaum, CRA Representative		X
Alice Roth, CD 4 Representative	X	
Guy McCreary, Chamber of Commerce Representative		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group	X	
Aaron Aulenta, Urban Place Consulting Group	X	
Katie Gibson, Urban Place Consulting Group		X
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Alex Palacios, Securitas	X	
Darrel Malmut	X	
John Catalano, LAPD	X	
Mike Lewis, LAPD	X	



I. Call to Order

B. Akhavan called the meeting to order at 11:00 a.m.

II. Public Comment

No Comment

III. LAPD Report

SLO J. Catalano discussed crime trends in and around the district. There has been an increase in crime, such as vehicle and property burglaries. The idea for an LAPD business watch meeting emerged and was discussed as a crime prevention and education method. BID will begin collecting emails from businesses to enable email blasts for future meetings. E. Levy offered the Federal for these future meetings.

A. Aulenta discussed exterior property camera quotes received from two vendors. These digital cameras could help record criminal activity that LAPD could later access in crime prevention. BID will explore methods to disseminate information on preferred camera vendor to businesses and property owners. SLO J. Catalano reinforced cameras as a great asset to LAPD.

IV. City Council Office Report

A. Roth discussed the Experience NoHo festival.

V. Approval of Minutes

**MOTION:** To approve 10.12.11 minutes

Moved by: D. Pardinias

Seconded by: A. Siegel

**PASSED: Yes**

IV. Financial Report (D. Pardinias)

D. Pardinias discussed the October financials. Administration is over budget by \$21 for the year. The Communication budget is currently under by approximately \$6,000. Office expenses are under by \$3,950. Public Space Management, which includes the clean and safe, is under budget by \$10,000. Special projects, which cover the streetscape maintenance, are under budget \$7,700 year to date. Overall, total expenses are under budget \$26,000 for the year.

**MOTION:** To approve financial report.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED: Yes**

S. Gibson discussed the draft 2012 budget by budget category and line item. A budget forecast out to 2014 was also included and illustrates how the surplus is included annually. Total income goes up 1.85% with added revenue from grant funding, assessment interest, and prior year assessment income. Overall, the 2012 administration budget increased 2.87%, communication decreased 2.43%, office expense decreased 4%, public space management increased 2.72%, and special

projects remained the same. The proposed budget projects \$107,000 of surplus income to be used to supplement the 2012 budget.

**MOTION:** To approve 2012 budget.

Moved by: D. Pardinias

Seconded by: E. Levy

**PASSED: Yes**

V. Marketing Meeting Report (A. Aulenta)

No marketing report given.

VI. Executive Directors Report (S. Gibson)

A. Aulenta discussed the holiday bonuses for the Clean and Safe teams. Clean and Safe Holiday party will be held December 8<sup>th</sup> @ 2pm in the BID office.

**MOTION:** To approve of bonuses totaling \$3,150 for the Clean/Safe team.

Moved by: L. Fulton

Seconded by: E. Levy

**PASSED: Yes**

A. Aulenta discussed LANI grant application for sidewalk gum removal.

A. Aulenta discussed CRA streetscape handed over to BID for responsibility and new tree well plantings we received.

Year to date clean and safe statistics, and pressure wash schedule was included in board packets.

VII. Chairman's Report (B. Akhavan)

B. Akhavan discussed new, independent businesses coming into his spaces on Magnolia.

VIII. Adjourn

B. Akhavan adjourned the meeting at 12:20 p.m.